

Substitute for Form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

<i>Complete if Known</i>	
Application Number	10/561,370
Filing Date	December 13, 2005
First Named Inventor:	Paul Hansen
Art Unit	-Not Yet Assigned- 2
Examiner Name	Not Yet Assigned
Attorney Docket Number	007744 P002

Sheet 1 of 2 Attorney Docket Number 007744.P002

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
LW		WO 01/20530 A1	03-22-2001	EC-ASCENT IP Holding Corp.		

Examiner Signature	/Lut Wong/	Date Considered	02/15/2007
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

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Sheet	2	of	2	Attorney Docket Number	007744.P002

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
LW		JOHNSON, RICHARD M. "Beyond Conjoint Measurement: A Method of Pairwise Trade-Off Analysis," <u>Advances in Consumer Research</u> , Vol. III, Proceedings of Association for Consumer Research, Sixth Annual Conference (1975). Published 1976, pp. 353-358.	

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